

## **Guide for tabling in the Listening Post - part of the Listening Post at the Maine Agricultural Trades Show**

This guide is for service providers awarded space to table (hand out materials) as part of the ATS Listening Post

*The Listening Post, located near the lobby, is a can't-miss place to visit for helpful information during the show. It includes three features: Business advising, Meet and Greets and handing out resources/tabling.*

### **Before the show**

- [Please go to the participant services](#) section the webpage for guides, maps, set up/tear down info, etc.
- Please view the interactive map and participant directory on [the show webpage](#) before January.

### **Set up – Listening Post tables are 8-foot long – in shared area**

- You should bring your own signage, display materials, etc.
- Tabling includes electrical access, and covered and skirted tables.
- We recommend that you bring an extension cord.

### **Promoting your involvement**

- Use your online profile link to update your directory and map listing.
- Download optional digital assets from the participant services webpage. The hashtag is #ATS2023

### **Getting to the show – public parking, no registration, no ticket, or entry fee, wi-fi is available**

- There is no participant name badge – you are welcome to bring your own to wear.
- The show is open to the public to attend – there is **no entry fee** for attendees or participants.
- Public parking is available on site and shared by participants and attendees.

### **Arrival and set up, tear down and departure**

- The Cumberland room will be available for set up as early as 12 PM (noon) on Monday.
- You may use the main entrance near the lobby for load in. (Other entryways are not available for load in.)
- Use the adjacent south door exits for load out – starting at 3 PM Thursday. Avoid the auditorium and lobby.
- A color-coded map with designated times and locations is available in the participant services welcome kit.
- Once your vehicle is unloaded/packed– please relocate it to allow for easy traffic flow near the venue.

### **Giveaways and promos during show**

- You are welcome to offer optional promotional giveaways at your table. We recommend collecting visitor info so you may follow up during or after the show.

### **Help during the show – Technology, wayfinding, Wi-Fi, etc.**

- Shared public Wi-Fi is available at the show.
- Please visit the info booth or ask a staff member in the hallway if you need help troubleshooting issues.

### **Come meet and mingle at the Listening Post!**

- Real Maine invites participants and attendees to join each other daily for a meet and greet at 9 AM, 12 PM and 2 PM. Light refreshments offered while different topics of interest are discussed.

### **Future shows – Bookmark the show webpage for key dates and forms**